Homing on Mr. Wurzel

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LIKE wasps to a cider bottle newspaper and magazine representatives will be homing on Mr. Joe Wurzel, of America's Look magazine, at the Hilton this week.

Mr. Wurzel has brought over the galley proofs of William Manchester's book on the Kennedy assassination, Death of a President. He plans to sell the serialisation rights to the highest European bidder.

In case any material should leak out, potential buyers will have to remain closeted in Mr. Wurzel's suite while they wade through the 60,000 words of the Look serial. Only the successful bidder will be allowed to leave with the proofs.

Mr. Wurzel, who is 67, has been hauled out of retirement to look after the operation. "I worked in London as head of AP until the end of the war," he told me today, "so I've had a lot of experience of syndication work here. I retired from Look last year, but they got me back into harness for this job."

He has already, he says, organised a number of reading sessions with English and Continental editors. But there will be no unmannerly scramble between them, passing pages from hand to hand. "There are lots of copies," he says cheerfully.

Look is publishing the first chunk of the serial on January 10, "which means that English papers will be able to start on the next Sunday, the 15th," says Mr. Wurzel.

Look are known to have paid 650,000 dollars (about £232,000) for world serialisation rights on the book.